

THE

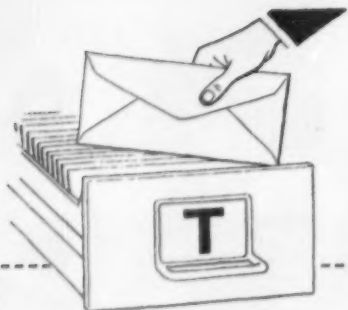
# QUILL

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**LIVE ITEMS FROM OUR MORGUE**

**INTERCITY TRUCKS SET NEW  
SAFETY RECORD WITH AN ACCIDENT  
RATE OF **0.92** PER 100,000  
VEHICLE MILES IN 1952-53!**



Continuing a downward trend that sharpened after World War II, the accident rate of intercity common carrier truck fleets reached a new low, in '52-53, of 0.92. This may be compared with 1.37, the rate (for a slightly larger number of fleets reporting to the National Safety Council) in 1951-52. And a further indication of improvement in trucks' record is the 1950-53 three-year accident rate of

0.97, compared with the rate of 1.29 for 1949-52. All figures are from *Accident Facts*, published by the National Safety Council, 1953 and 1954 editions.

We believe they indicate that the trucking industry's long-range programs of driver education and emphasis on safety are producing results that benefit everyone from shippers to the motoring public.

*James C. Cole*  
President, American Trucking Associations



**AMERICAN TRUCKING INDUSTRY**

American Trucking Associations  
Washington 6, D. C.

THE QUILL for July, 1954

# Bylines in This Issue

**T**HE very efficiency of modern communications tends to give even the most conscientious citizen more raw fact than he can digest mentally. (There are times when journalists themselves are no exception.)

In "Challenge to the Press: World's News Must Be Explained as Well as Told" (page 12), **Barry Bingham** urges more interpretive reporting and livelier, stronger editorial pages to help the reader understand the rush of events.

As a nationally known newspaper editor and publisher who has served his government in many capacities abroad in recent years, the author speaks from broad experience of both the sources of news and its handling. He is president of the Courier-Journal and Louisville Times Company and editor of the *Courier-Journal*.

He has been reporter, Washington correspondent and editorial writer. He is also president of WHAS, Incorporated, which operates radio and television stations in Louisville.

His government service included more than three years overseas during World War II. He reached the rank of commander in the Navy after duty that ranged from Europe to the Japanese surrender in Tokyo Bay.

He went to Germany, Austria and Trieste in 1946 and 1947 as a special observer for the Secretary of the Navy. He served a year as chief of mission to France for the Economic Cooperation Administration. He toured Asia with Adlai Stevenson.

A graduate of Harvard University, Barry Bingham started as a police reporter on the *Louisville Times* in 1930. His father, Robert W. Bingham, was publisher of the *Louisville papers* and American ambassador to Great Britain in 1933-37.

The article in this issue is based on a speech given as the annual Hodge Lecture at DePauw University. He has written for the *Atlantic Monthly*, *Reader's Digest* and other magazines.

**"T**HREE hundred words would carry me back to when the family was Norman French and the name name de Burgos." Such was the response of **Dick Burke**, author of "Here's How Story of UN Reaches Outside World" (page 10), when he was asked for about 300 words of biographical information.

Now news director of WBEN, the Buffalo (N.Y.) *Evening News* radio-

television station, Dick tumbled into journalism in the accepted fashion—by covering village board meetings for the local weekly when he was graduated from high school.

Formal educational pursuits at the University of Buffalo and Canisius College were intermingled with reportorial chores for the Tonawanda (N.Y.) *Evening News*, a hitch on the cable-wireless desk of the overseas division of the OWI, a spell with the Buffalo Bureau of the *United Press*, a brief bout with public relations, and a return to news writing via radio.

So now he's turning out seven daily fifteen-minute newscasts, two of which are television shows.

**I**N its May number, *THE QUILL* told the story of the exchange of journalists with many countries, under the Smith-Mundt and Fulbright acts administered by the Department of State. In this issue, **Eric Allen Jr.** recounts his personal experience as coordinator for a group of five young German newspapermen sent to the University of Oregon under this program.

"Ein, Zwei, Drei - - Fünf!" (page 9) bears out the previous experience of *THE QUILL* that this exchange has been of value to all concerned and has attracted a very able group of exchangees. Allen was on leave to the university for the seven months exchange period and recently returned to his regular job as city editor of the Medford (Ore.) *Mail Tribune*.

Now 33, he attended Reed College in Portland and worked summers on newspapers in the state. He reported for the *United Press* in San Francisco and for the Modesto (Calif.) *Bee* and was *UP* bureau manager at Fresno.

After military service, he was *UP* bureau manager and capital correspondent at Salem, Ore., before becoming private secretary to the governor. He took his present job in 1948. He was at the university with the German exchangees on a fellowship established in memory of his father, Eric W. Allen, Oregon's first journalism dean.

**M**IGRATION from Crete, Neb., to Denver, Colo., with his family and a bantam rooster at the age of 6 plumped **Willard C. Haselbush**, author of "One Man's City Editor and Why He's That Way" (page 7), into newspapering. His first glimpse of the old Goss presses in the now razed

Denver Post plant on Champa Street, he reports, spelled love at first sight.

He became a copy boy on the *Post*, then a cub reporter, but abandoned the Horatio Alger route to the city desk in the late 30's when he became convinced *Post* editors would never stop referring to him as "boy" as long as he remained there.

He became a reporter for the *Wyoming State Tribune* in Cheyenne, then news editor. He switched to the *United Press* as statehouse reporter for the Denver bureau, then became Denver Bureau manager. In 1943 he was transferred to Texas, first as business representative and then, in 1945, as southwest division news editor in charge of personnel and coverage in nine states. After he directed coverage of the Texas City disaster in which more than 500 died in 1947, the *UP* promptly moved him to New York.

After seven months of fighting subways the man from the wide open spaces gave up trying to live in the big city, however, packed his wife and Texas-born terrier into his car, and headed west. They stopped in Denver to visit relatives, discovered it was the city in which they wanted to live, and Haselbush went back to work for the *Post* as a copyreader. Within a month he became state editor, then regional editor, and in 1951 city editor.

With Jack Guinn, an assistant city editor of the *Post*, Haselbush is co-author of the novel, "The Wire God" (April, 1953, *QUILL*).

**A**LTHOUGH only three years out of J-School, **Gordon Addison**, author of "Judicious 'Sayonara' Trims a Story to Fit" (page 11), already can account for ten years of newspaper experience. He began his career that long ago as a printer's devil in a small Iowa weekly shop.

He moved from Iowa to Corona, Calif., during his high school years, and studied journalism at Stanford where he edited the *Stanford Daily* during his senior year. He spent two summers on the editorial staff of the *Riverside (Calif.) Press and Enterprise*, and after graduation in 1951 joined the *Woodland (Calif.) Daily Democrat*.

The Marines claimed Addison in February, 1952. As combat correspondent for the Third Marine Division Public Information Office he covered amphibious, seagoing, and air maneuvers at Camp Pendleton and later in Japan. In Japan he started and edited the division's weekly newspaper, *The Triad*. Upon his release from military service he became advertising manager and associate editor of the *Placerville (Calif.) Times*.





Advertisements

## From where I sit by Joe Marsh

### Wise Stepmother

Have you heard about young Skeeter Roberts' unusual pet, the tame owl "Blinky"? He's had her around the farm about three years.

*I say "her" because up to a couple of weeks ago nobody was quite sure. But now "Blinky's" a full-fledged mother—of two chicks!*

Seems "Blinky" had been acting kind of strange—so on a hunch, Skeeter put a couple of hen's eggs in her nest. Darn if "Blinky" didn't set on them for 5 days! Last Friday they hatched, and now "Blinky's" as proud as a mother hen! (So's Skeeter.)

*From where I sit, there's a lesson for all of us. Guess you'd call it "tolerance." Birds and animals often seem to do better in that respect than humans. If I like a glass of temperate beer with supper and you'd rather have cider—it should be okay with both of us. Neither of us should give a "hoot" what the other fellow likes, says, or does, as long as he follows the law of the land. Right?*

*Joe Marsh*

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## From Quill Readers

Editor, The Quill:

There wasn't a dry eye in the press room after the Mathias-ter Horst tragedy ("A Press Photographer Speaks Up"—March QUILL) in which we had the spectacle of nice people spinning like windmills.

This *Denver Post* snapper is apparently a sensitive, high-minded person—a condition often diagnosed in those who take pictures of Harold Stassen. We've put nets under the windows to save ter Horst since Mathias committed this thing.

Now for a few inferences which we partisans probably read into the piece:

1. ter Horst is not a "former reporter," but is an active member of the club upon whom are inflicted more press conferences than any reporter on the capitol beat here.

2. He never eats photographers for breakfast. Doctor's orders.

3. He knows more than he says.

Reporters on our paper, including Jerry and myself, who have helped cover such things as prison riots, mass escapes, tornados and other assorted violence, work closely with our photographers. It once took two of us to talk Defense Secretary C. E. Wilson, Assistant Secretary John A. Hannah and other notables to hold still under umbrellas during a rain squall so the photographer could work.

Press conferences, of course, are a bit silly, especially when conducted by the lightweights in government and other pursuits. Why a photographer should want to attend one is a moot point. Reporters normally are required.

This squabble, however, makes the QUILL little better than a psychiatrist's couch and leaves in doubt the status of the combination man.

We'll have a flock of schizophrenics on our hands, suh.

Donald J. Hoenshell  
The Detroit News

Lansing, Mich.

Editor, The Quill:

The May issue was a knockout. Two of the articles, on science reporting [Odom Fanning] and on exchange of newsmen [Jane E. Grunwell] went into my files.

Charter Heslep  
Atomic Energy Commission  
Washington, D. C.

THE QUILL for July, 1954



# THE QUILL

A Magazine for Journalists  
Founded 1912

Vol. XLII

No. 7

## "... or Abridging the Freedom ..."

**M**Y nocturnal and weekend doubling in journalism as editor of THE QUILL has made me a sort of one man "freedom of the press" desk around my newspaper. My bosses have got in the habit of turning over to me letters and other material falling in this field. I catch some assignments and occasionally a non-paying speech.

The telegraph and cable editors have picked up the idea. From time to time copyboys deposit on my desk copy from New Delhi or Caracas or Pittsburgh. This may deal with anything from forcible suppression of a foreign newspaper to brushes between American editors and judges with photographers in the middle.

When the material offers a good news peg I may write an editorial for my paper. I feel our readers ought to be reminded of this freedom which really belongs to them, even while I realize they would rather read our opinions on the White Sox or the McCarthy-Army hassle.

Mostly I just glance over the material and let it pile up. I never learn exactly how many of these cases come out. I am not sure that the three months' accumulation now in front of me proves press freedom has grown more precarious this past Spring. The amount of it does indicate that journalists everywhere are more alert to the threats. But let's do a random sampling, starting near the bottom.

Here is an *Associated Press* dispatch from Saigon dated March 11. Dinh Xuan Quang, Vietnamese minister of the interior, had created a new office to control, delay or kill all press cables "which could affect the security of the state." He denied it was political censorship.

Vietnam, like all Indochina, already had military censorship. So I'd call it plain interference with the freedom of the world's press. And pretty confusing when one considers that even then Vietnam was fighting for its life against communist forces whose principal claim to popular support was that the existing regime is not free.

**T**WO days later the *United Press* sent 300 words from Pittsburgh. A federal judge, although reluctant to interfere with state courts, had continued a temporary injunction to permit pictures to be taken at a murder trial provided the subjects did not object and it did not disturb the proceedings.

This was to allow time for an appeal to the state supreme court of a county judge's prohibition of pictures at the trial. The *Greensburg Tribune-Review* had got mad—and I don't blame them—when the county judge extended his picture ukase to the entire courthouse and the jail.

Late in May the *Greensburg* story was coming from Harrisburg where the state supreme court listened to arguments. The newspaper said that to take away its right to get and publish pictures was "the equivalent

of taking a steel mill away from a steel company."

The chief justice commented that there appeared to be two basic issues—whether the constitutional right of freedom of the press extended to the right to gather the news and whether there was a right to take a man's picture against his will.

Another justice stepped into the second issue when he said he could see no difference between "a skillful writer giving a detailed description of a person and a photographer taking his picture." I agree. If I were a rascal with a reasonably respectable face, I'd prefer the photographer.

The newspaper's lawyer asserted that when a person moves into the public sphere, "either voluntarily or involuntarily, he loses the right to privacy." Such a person certainly loses privacy but there can be argument about losing the right to it. That left the chief justice's \$64 question—does a free press include freedom of information?

So I'll turn back to April, a dull month for the freedom of information collector except for the current number of the International Press Institute's *IPI Report*. In this the indomitable V. M. Newton Jr., managing editor of the *Tampa Tribune*, had at our politicians again for conducting the people's business in secret.

"Red" Newton, who has been a national gadfly as chairman of Sigma Delta Chi's freedom of information committee, conceded that there is very little direct abridgment of the First Amendment but pointed out that secret government continues to constitute a very real indirect abridgment. He sighted more of this and sank same.

**T**URNING backward again, the directors of the Inter-American Press Association met in San Juan, Puerto Rico, March 20. They heard that while press freedom had improved in Latin-America and the Caribbean, there was "still serious concern because of destruction or arbitrary closing of independent . . . newspapers."

One of the bad spots reported was Guatemala. As I write this, nearly three months later, a reporter for my own newspaper has just cabled a story from Guatemala City about his efforts to help the wife of a Guatemalan editor get in touch with her husband in prison. Insofar as there is improvement elsewhere below the border, I give the IAPA full marks for its outspoken courage.

The bottom piece of copy, which I skipped, was from New Delhi March 10. The Indian government had asked an extension of legislation against printed matter deemed "to have a tendency to incite violence." The Communist members of parliament walked out in high dudgeon. Since they were in a minority, they were all for freedom. This proves nothing, unless it is the medieval jingle:

*The Devil was sick, the Devil a monk would be;  
The Devil was well, the Devil a monk was he.*

CARL R. KESLER

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## QUIZ FOR NEWSMEN:

Can you tell where these routes lead?



Not all these routes lead to the same destination—and for a reason very few people suspect.

The canal, the highway and the air strip lead to higher taxes. For each is built and maintained out of public funds—out of tax money. Yet they are used daily by private companies—airlines, intercity trucking corporations and barge lines. On them, paying disproportionately little or nothing at all for their use, these other forms of transport compete with the self-supporting railroads.

The railroad right-of-way—built and maintained by the railroad that uses it and pays taxes on it—promotes general economic

development and prosperity without penalizing the taxpayers. For it is part of the free enterprise system in which private capital—spurred by the profit motive—is invested to make the country more productive.

When you read that the railroads do not earn as much as other types of corporations, remember this situation—in which the railroads face subsidized competitors and pay large amounts in taxes, some of which go to subsidize those very competitors!

The railroads operating in the densely populated and highly industrialized east are adversely affected by this one-sided arrange-

ment. They believe that these other forms of transportation should pay adequate charges for their use of government-built rights-of-way.

The railroads believe that the public would be better served if all forms of transportation paid their own way—and succeeded or failed, depending upon their own intrinsic merits or demerits, and not because of government intervention either to help or hinder them.

In the present situation, the stimulating balance of true competition is upset—and, of course, the public foots the bill... Eastern Railroad Presidents Conference, 143 Liberty St., New York 6, N. Y.

# One Man's City Editor And Why He's That Way

*The bossman of a Denver newsroom presents a frank analysis of his job, his staff, and his attitudes.*

By WILLARD C. HASELBUSH

**I**T wasn't until last night that I found an apt way to describe the job of city editor. I heard the Denver Symphony orchestra. There was Saul Caston up on the platform with his baton, getting the best, the very best out of the musicians. It seems to me that his job is sort of like that of the city editor, getting the best out of the musicians—in our case, the staff.

It is also my job, as city editor, to know what's going on in Denver, at all times, day and night. That's so I can tell the publisher when he asks me. The city editor is responsible, personally, to the publisher for everything that happens in the city. Your only sources of information, of course, are the reporters. If they forget to tell you or if they don't happen to know themselves, as far as the publisher is concerned that's the city editor's fault. That, I believe, is why city editors are customarily a little rough on reporters. It's a matter of self-protection.

Most city editors that I've met are, like myself, disappointed men. They were born too soon. This, in newspapering, is the year of the five-day, forty-hour week. When I first went to work as a cub reporter, newspapermen actually worked a seven-day week. They were on five full days and then on Saturday they were on the day side, and usually the night side, a full seven-day week. Now naturally, as a cub reporter, I didn't like this seven-day week at all.

Now that I'm a city editor I can at least sigh about how lucky was my first city editor. His staff was there, in full, at all times, while the paper was in production. It seems to me that the reporter that I need most, the supreme specialist in his field, is always on his day off when a story in his field breaks.

The five-day system has underlined in journalism the great need for versatile, well-informed reporters. It's no longer possible, under the pressure of the five-day week and a rotating staff, in most cases at least, for a man to specialize in covering one type of story only. This is not even

possible on a paper like the Denver Post where we do have a large staff.

For example: the Denver Tramway. I have had a reporter, Richard Graf, assigned full time during the last year to cover the problems of the Denver Tramway and the problem of providing Denver with adequate mass transportation at an equitable fare. He is a specialist in that field, but I have two other reporters who likewise are specialists in the very same field because Graf's day off is Thursday, and inevitably a big new development happens in the tramway story on Thursday.

Because of the five-day week, in the last three years I have trained reporters three deep in all the important runs in the Denver area. That means that I have three men who can pick up the statehouse run at any moment, three who know the federal beat, four who know the municipal courts, both the civil and the criminal division. I have four reporters who are versed on politics and the political picture in Colorado.

**A**S a city editor, what points do I look for in a reporter when it comes time to review merit raise possibilities with the publisher and the managing editor?

First, a good reporter is one who writes his copy fast, turns it in clean, and who doesn't use unnecessary words. He never uses "however" when he can use "but." He never "declares" when he can "say." He never "secures" when he should "obtain," and he does it in short sentences, in short paragraphs, without semicolons.

A good reporter, in my opinion, is one who can describe an event as simply and as clearly, and yet graphically, on paper as he can in telling

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A tape recording of an informal talk given before University of Colorado journalism students by Willard C. Haselbush, city editor of the Denver Post, provided the material from which this article was developed.

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As city editor of the Denver Post, Author Willard C. Haselbush introduces a "suppressed desires" winner to sing with the Denver Symphony.

you about it on the telephone. I might say here that a pet gripe of mine as a city editor is a reporter who tells you quickly, briefly, and a little breathlessly when he calls in from the scene exactly what it's all about, then returns to the office and spends about 150 words before he gets to what he told you in five words.

Thirdly, a good reporter is a man or woman who never becomes completely disenchanted. A good reporter is a person with enthusiasm, for his paper, for his job, and for the particular story he's working on, regardless of how insignificant it might seem in the overall scheme of events. Without enthusiasm a reporter eventually becomes worthless as far as I'm concerned.

Fourth, it's basic, and maybe that's



why so many young reporters ignore it at first, but a good reporter is one who can spell accurately, who double checks all names and addresses, and who makes sure he understands something completely before he starts writing about it.

A reporter who is a really poor speller shouldn't be a reporter. We have a copy desk, of course, but it's just basic to understand something, and to write it clearly and correctly. That is one of the prerequisites of the newspaper business.

**I** SAID that a good reporter must have enthusiasm, but he must also be a skeptic. The traditional weakness of the human race for hokum and humbug makes this necessary. No really good reporter ever falls for a fake publicity stunt or a fake sob story. A good reporter checks out everything he's told to the best of his ability, and if he has any suspicion that he can't pin down, he's smart enough to let the city desk in on it.

My feeling is that the instrument invented by Alexander Graham Bell is a very wonderful thing. It helps us immeasurably every day in covering the news. But the hearing of a really good reporter is restricted to the telephone only when necessary. There's no scene, no character, there's no background that can be picked up by telephone with any real depth of fidelity. Good reporters not only hear their stories, they see, smell, and feel what they report.

Good reporters, the very best reporters, travel light. They're unencumbered by outside literary or domestic distractions. If they marry young, and most of them seem to be doing it these days, they select strong, self-reliant mates, if they're smart. It's absolutely vital to the success of a reporter that he put personal consideration second to the very big job of covering the news.

On a well run city side, reporters are like police officers and firemen. They cancel all their personal plans when a big story breaks, and they get out and cover the news. On the *Post* that's a tradition. Perhaps some of the wives don't like it, but I never personally heard a complaint.

Being, miraculously, an author myself, I naturally couldn't find fault with a reporter who decided he wanted to write a novel. But I would insist that he do it on his own time.

A good reporter is idealistic. That's a fundamental sort of thing. He must be idealistic, and therefore good reporters usually resent covering strictly commercial items. But if he's a really good reporter, he gives commercial copy, designed to soften up

tough customers for the advertising department, his very best. And, he's reached the beginning of real reportorial wisdom when he begins to realize that I, his boss, have a boss who has a boss who must keep subscribers, advertisers, and stockholders happy. It's a fundamental law that newspapers can't endure without profits.

I might add right here that the wisest of the good reporters remain reporters to the end of their days. No really good reporter ever is completely happy in an editor's chair. It's tough to send men to a scene where a really big yarn is breaking and then not be able to go yourself.

Let me name some good reporters on my staff and tell you why I think they are good reporters. I start with Lonnie Hudkins. He is a very unusual type reporter. He's the only reporter in Colorado who was imported to Colorado from Texas to cover the Texans. That is exactly what he's doing. It seems that almost all of Colorado's oil is being scooped up by Texans and Texan Hudkins has them all in his hip pocket. He has personal contact with every newsmaker in the oil industry in Colorado, every one of them. In addition, he finds time to do a very creditable job of rewriting in the mornings.

**A** NOTHER top reporter on our city staff is Robert H. Hensen, perhaps our chief investigator. He's a man with an excellent background, Phi Beta Kappa, a reporter who gets in and digs and holds on. I put him on a story—now I've learned to put him on a big story—and forget him. He goes his own sweet way. I know he's working, and in a few days, in the shortest possible time, he comes in with what I wanted. A good example of Hansen's work was a series we carried last year which revealed the millions of dollars that were being lost to Colorado's schools by state land board practices in leasing of public lands.

Hansen, in addition to handling special investigative or series type work manages to keep his eye on the federal run. He's available at any time somebody's ill or on a day off. He knows the city hall, he knows the statehouse, he's well acquainted with the tramway problem, and most recently he's become concerned about slums in Denver.

I mentioned Richard Graf. His specialty is the tramway. He is so close to the tramway problem that he even started riding the tramway to get the feel of the thing. Just a little sidelight on Dick Graf and the tramway problem. Since time immemorial the *Denver Post* has been chewing at the

Tramway Company. Whenever things were a little dull, we were able consistently to prove the service was terrible in Denver. This didn't seem to get us anywhere. "Ace" Alexander was by then no friend of mine or of Palmer Hoyt's or of anybody on the *Post*. Frequently he would refuse flatly to speak to our reporters; he never spoke to me.

About a year and a half ago we realized that this was a silly situation, that the *Post* fighting with the tramway would never provide adequate tram service for Denver. Right at that same moment, Alexander got an idea. He wanted to raise the fare to 15 cents without providing additional service of any variety. So, Mr. Dooley, Mr. Lucas of the *Post* and I went over to Alexander's office. We had a two-hour chat with him and managed to convince him we would be willing to call off the dogs and work with him if he were sincerely interested in not only making money but in giving Denver really good tram service. He agreed to try to work with us.

I assigned Graf to the chore of covering "Ace" Alexander. It would appear to be strictly a local beat. Graf ended up one Thursday afternoon in Muskogee, Okla., covering a federal court hearing on one of Alexander's attempts to get more money. The mayor got into it. It was almost a full-time job for Dick and for me too for many months. The climax of it was a special election at which the people of Denver agreed to vest control of the tramway for the first time in the state's history in the Public Utilities Commission.

This was followed by an order from the P.U.C. which did raise rates to 15 cents but spelled out for the first time in Denver's history adequate tram service which by fall will be in effect. While he was working on that problem Graf also was in charge of the labor beat, covering the school board, and I think, quite a few "lost dog" stories.

**A** NOTHER excellent reporter, Charles Roos, is a brilliant young man, another Phi Beta Kappa. He now covers the federal run. He was in on the final phases of the Smaldone story. He was right in the middle of the investigation that led to that 120-year prison term. I sent him to cover the final phases of the Smaldone story over the loud protests of the Denver district attorney and his chief assistant. They insisted that I leave him where he was, covering criminal courts and the district attorney's office, because down through the years nobody had ever done such a good job.

(Turn to page 15)



The author (right) and his German charges visited the Chicago Tribune newsroom enroute to the University of Oregon. He is city editor of the Medford (Ore.) Mail Tribune, and was at the university on leave. From the left, are Herbert John, Harburger Anzeiger und Nachrichten; Hortolf Biesenberger, Schwartzwälder Bote, Oberndorf; Franz Oexle, Südkurier, Konstanz, and Juergen Dobberke, Der Tag, and Lothar Loewe, Der Abend, Berlin.

*"Coordinating" five young German journalists through seven months in the United States can bring a mother hen complex. But this Oregon newspaperman would welcome more than* **Ein, Zwei, Drei . . . Fünf!**

By ERIC ALLEN JR.

**T**HE German words I know best are *ein, zwei, drei, vier* and *fünf*. And there's a good reason.

From September, 1953, through March, 1954, I was "coordinator" for the visit of five German newspapermen to this country on a State Department exchange program. The first of my duties was to meet them at the dock in New York, and escort them across the country to the University of Oregon, at Eugene, where they were to study for six months at the school of journalism.

With this responsibility, I gained a mother hen complex. At practically every street corner, and on boarding or leaving each train, I counted my charges, "*Ein, zwei, drei . . .*"

The experience for me, a small-town newspaperman, was vastly in-

teresting and stimulating. The visitors, in addition to bringing a fresh point of view to everything they saw, were five of the sharpest, most intelligent, ablest young journalists I've ever met.

(The word "journalist," I should point out, is a respected one in Germany. It doesn't carry the connotation of high-falutin'-ism so frequently found among the "working newspapermen" of the United States.)

The visitors got a good, over-all look at the newspaper business in this country. The first paper they saw was the *New York Times*, the second they visited was the *Chicago Tribune*, the third was the *Eugene Register-Guard*.

At the end of the program, after visits to many other papers, big and small, throughout the Pacific Coast

states, they wound up their stay by each spending a week on a different small weekly newspaper in Oregon, as guests of the publishers, and as "guest staff members."

From their conversations, one would judge they gained a generally good impression of American journalism—with the obvious drawbacks of which most Americans, too, are conscious.

They liked the speed with which news in this country is processed. They liked the emphasis on disinterested and impartial reporting. They liked the departmentalization toward which many papers are striving. They liked the ideals of public service to which papers here are, by and large, devoted.

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**Dick Burke, now news director of Buffalo's WBEN, turns out seven daily newscasts. Two of them are TV shows.**

**T**HE biggest newsgathering show on earth today goes on within the tremendous glass facade of the United Nations headquarters, hard by the East River. This is staffed by a working press corps of 579 men and women of various information mediums—258 newspaper correspondents, 128 photographers, forty-nine radio reporters and 144 television and newsreel men.

This army of factgatherers represents thirty-two countries—from the United States, which has 124 staffers, to Yugoslavia, which has one. (Israel has ten; Russia eighteen; Britain eighteen and Australia six.)

The United Nations assists these newsmen through its Department of Public Information which last year spent \$2,745,000. This year it expects to spend \$31,600 less. The total budget figure represents operations in all information mediums; it includes radio shows presented in twenty-three languages, television and newsreel productions.

Most of the daily contacts with the press are made by the Press Services Section, headed by Matthew Gordon, a veteran of OWI. His chief assistant is Jorge Viteri de la Huerta, an affable and fluent Ecuadorian who has served as both diplomat and working newspaperman.

Says Jorge: "We provide basic coverage—impartial and objective reporting—in the form of press releases and oral information concerning all UN and specialized agencies' activities here at headquarters or elsewhere."

He ticked them off: "Let's see, there's the business of accreditations of representatives, press briefings, press conferences, accounts of meet-

# Here's How Story of UN Reaches Outside World

*Biggest news show on earth functions smoothly behind that glass facade overlooking the East River.*

**By DICK BURKE**

ings held by UN, summaries of technical reports, texts of speeches, annotated agendas, roundups of meetings, background papers on specific questions, interviews and running accounts of meetings transpiring at UN."

Even as he was enumerating these the machinery of his section was in motion, covering the 656th Security Council meeting, at which Andrei Vyshinsky cast Russia's fifty-seventh United Nations veto and braked to a halt three months of Western negotiations to iron out the dispute between Israel and Syria over the Jordan River hydroelectric project.

**P**RESS officers—actually the United Nation's own correspondents—were covering the Security Council, with running accounts of what went on, sending the news out in 300-word takes. As Jorge explained it, messengers rushed these takes to a central editorial desk.

At this desk they were edited and dispatched to a typing pool; sent from there to stencil machines, mimeographed, then hurried to the documents counter in the third floor press section—within thirty minutes of the time they left the notebooks of the press officers. While the first take was being placed on the rack for newspaper correspondents, other takes were being processed as the story continued to unfold within the Security Council room.

The first take read: "The Security Council met this afternoon to complete the general debate on the Syrian complaint against Israel concerning work on the west bank of the Jordan River in the Demilitarized Zone and, if possible, to proceed to vote on the draft resolution before it. (A summary of the Council's proceedings on this item since 27 October 1953, when it was placed on the agenda, is to be found in Press Release SC/1564.)"

Jorge continued: "This is typical of the leg work of the Press and Publications Bureau, but like all such work it represents only part of the daily picture. The bureau also provides the physical facilities—office space, desks,

chairs and internal telephone and public address systems. The PA system is used to make announcements concerning upcoming releases, documents and press conferences.

"Full-time correspondents also have a telecommunications setup enabling them to sit in their offices and dial in on council or committee sessions, listening either by loud speaker or earphones to proceedings in any of the five official languages—English, French, Spanish, Russian and Chinese."

For visiting firemen—about a hundred a month—who may be assigned for only special work, there is a press area bullpen equipped with typewriters, desks and chairs. A few steps away four commercial cable companies have established offices to handle UN dispatches. In certain conference rooms there are booths reserved for photographers, newsreel, film and TV cameramen and radio men. The major wire services also have special booths.

**W**HEN the army of regular correspondents relaxes, the press section of the United Nations sees to it the members have access to various lounges and bars in the building, in addition to their own press bar in the General Assembly Building. Correspondents also use the United Nations cafeteria and the delegates' dining room.

The correspondents may ask assistance from the UN housing office in obtaining living accommodations in New York, and they may obtain garage space at the United Nations building at the rate paid by the UN secretariat—\$7.50 a month.

Jorge recalled an example of one-man journalistic enterprise.

"A reporter from one of the New York papers tried to get accredited here," he said, "but we discovered he hadn't been assigned by his paper at all. He had assigned himself. He'd been paying \$30 a month to park near his newspaper office. He was willing to walk a few blocks for the advantage of our \$7.50 rate."



# Judicious 'Sayonara' Trims a Story to Fit

*Former Marine Corps editor tells how he mixed ink with idiom to get a fine printing job in Japan.*

By GORDON ADDISON

**O**UR Japanese printing colleagues never curse squirting lead pots and jammed magazines. By setting type in the manner of the Ben Franklins and the pre-Mergenthaler crusaders of the 19th century they avoid the malfunctions of the "timesaving" linotype.

As editor of a Marine Corps newspaper in Japan, I recently had occasion to mix my printing ink with the Japanese idiom. My friends at Nagoya's Koeki Printing Co. came up with as fine a printing job as I could have expected in the States, but not without a surprise or two.

I had to give up proof reading symbols, because "w.f." and "stet" would invariably be inserted as words into the column.

Mystified by my English jargon such as "killing" a paragraph, my confused printers finally indoctrinated me in the use of "sayonara" (the Japanese way of saying "good-bye"). Expressions of farewell to an inanimate body of type puzzled me, but they got the paragraph "killed."

It's surprising how many instructions you can give by learning a "sukoshi" (small) number of words which tell the compositor to put "takusan" (a large amount) of space "coco" (here) between "ni" (two) pictures.

Aside from the oddities of language and custom, I found at Koeki a sprawling plant with an annual gross income of 100 million yen (\$277,777) and a payroll of 150 happy, obliging men and women from 16 to 60 years old.

Youngest of the boy and girl-sans, hired at the minimum age of 16, are graduates of the Japanese Middle Schools (ninth grade) who became printers' devils. These ink-spattered, sandal-wearing youths are paid the low salary of 500 yen (less than \$14) a month and work forty-eight hours a week. An average Japanese family of three can eat for about \$30 a month and pays rent of little more than \$10, however.

In Koeki's specialized system, apprentices are trained either as beginning pickers, setters, or pressmen's

assistants, and in five to ten years they may expect to earn the yen equivalent of about \$40 a month.

First are the type-pickers, the line of tiny people who stand hourly by rows of cases (arranged alphabetically, not like the California case) picking type as it appears on the copy, arranging it in boxes, and then passing it to the setting department where still others transfer the type to column measures to be justified, tied, and placed in wooden galleys for proofing.

The two processes result in a picking-setting combo which can produce a fourteen-inch tabloid column in about two and one-half hours.

**N**ONE of these pickers or setters speaks, writes, or reads English. However, like all Japanese, they are masters at the art of copying, and can glance at the American copy and find the corresponding type in lightning quick time.

Of twenty-five Koeki pickers, only eight have mastered English picking. The others, including the young apprentices, spend their eight-hour days memorizing and picking from the Japanese cases which contain 4,000 to 5,000 characters of which 1,500 are commonly used.

When the nimble type-picking fingers turn numb during winter days, the pickers "take ten" to warm themselves over a "hibachi" (charcoal pot), only source of heat in the barn-like composing room.

Included in the type-setting section are several men who not only justify columns of type, but also make corrections from page proofs, and compose pages by copying from paste-up dummy sheets each American editor prepares. Because of the language barrier, actual verbal instructions over the stone are impossible.

Those employes the management labels "ichiban" (number one)—foremen of the composing, letter-press, offset press, and type casting sections—may make up to 18,000 yen or \$50 a month plus time and a half overtime, which to the Nipponese is a



**Military service past, Gordon Addison is now associate editor and adman with the Placerville (Calif.) Times.**

good middle-class salary. Unskilled workers in Japan average only \$20 a month.

Should workers at Koeki turn thumbs down on the pay offers of their bosses, they could fall back on their printers' union for help. Koeki boasts a record of never having a strike, which is unusual in a land where metropolitan printing strikes in Tokyo and Osaka are commonplace.

Union organizations vary according to particular cities and trades however. In Tokyo, a strong federation of some 10,000 typographical workers wields strong power, while in Japan's number three city, Nagoya, printers' unions are set up strictly as intra-company organizations.

Koeki's union bears some resemblance to medieval guilds with union members more intent on raising money for social functions and an annual workers' guild play rather than on development of an organization which could wield power against owners.

According to Todashi Nakashima, English interpreter at Koeki, "Strikes in Nagoya printing shops are usually due to poor management, Communist factions, or a poor market (defined as the product's price plus the cost of living)."

If Koeki employes yell for more pay, they can study the salary schedule determined first by a base pay, and secondly by special conditions such as cost of living, market condi-

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*There are 54,000,000 newspaper subscribers in America, as well as 110,000,000 radio sets and 27,000,000 TV screens. So it is small wonder that even the more intelligent get factual indigestion. This offers a new*

## Challenge to the Press: World's News Must Be Explained as Well as Told

By BARRY BINGHAM

**A**MERICANS enjoy many privileges. The greatest of them all is freedom. This includes the free flow of information, in such variety and volume as no nation has known before in history.

Such a privilege should make it possible for every American to be well-informed. If we are not well-informed, we cannot blame our trouble on a censor. We certainly cannot blame it on any lack of technical facilities for getting information through to the public.

There are 54,000,000 newspaper subscribers in America today, an all-time high. There are 110,000,000 radio sets and 27,000,000 television sets in America, churning out news as well as hillbilly tunes and the thud of redskins biting the dust.

By any previous standards of human experience, America is a paradise of public information. Yet the still, small voice of reason whispers a nagging question in our ear: Are we really well-informed, or just well-stuffed with news? Have the facts and figures that hurtle through our heads given us a clearer appreciation of today's problems? Are world communications serving to improve world understanding?

It would take a bold man to answer "yes" to those questions. There are too many evidences to the contrary. There are too many proofs that while we know more than ever before of happenings all over the world, we have no greater understanding of what those happenings really mean.

The whole purpose of knowledge, it seems to me, is to promote understanding. There are many Americans who feel we are getting lots of information but too little appreciation.

One of the worried ones is the editor of the *New Yorker*. That maga-

zine sometimes poses some highly serious thoughts in its customary light and bantering tone. Recently I ran across this passage in "The Talk of the Town": "This country is on the verge of getting news-drunk; a democracy cannot survive merely by being well-informed, it must also be contemplative, and wise."

That phrase "news-drunk" has haunted me. It describes with painful accuracy a state of mind we are forced to recognize in America. In an effort to keep informed, many of us absorb each day a good deal more news than we can really hold.

We can blame part of our troubles on the times in which we live. Communications have been developed to a diabolic state of perfection. News that once took weeks to travel by sailing ship now hums through the air to us in split seconds.

Along with this facility has come a new responsibility. America only became a major power half a century or so ago. Now suddenly it is the top power among major powers, the acknowledged leader of the free world.

**T**HIS article is adapted from a talk given at DePauw University by the author. Mr. Bingham appeared as the 1954 speaker under the terms of the Hogate Journalism Lectureship, established in honor of the late Kenneth C. Hogate to bring to the campus each year a distinguished newspaperman.

Mr. Hogate, a DePauw alumnus, was president of Dow, Jones & Company, publisher of the *Wall Street Journal*. The visitor delivers the annual Hogate lecture at a dinner attended by newspapermen from a wide area.



Now president of the *Courier-Journal* and *Louisville Times Company* and editor of the former, Barry Bingham has been reporter and editorial writer.

That puts a heavy burden on the citizen with a public conscience. He must try to understand a cabinet crisis in a country his grandfather never even heard of. He must wrestle with complicated developments in science, art and politics. The modern American who wants to be well-informed needs to be a sort of combination of Leonardo da Vinci, Benjamin Franklin and Albert Einstein.

There are millions of Americans, however, who try hard to run away from the hot lava flow that pours so ceaselessly from the volcano of world news. When they pick up a paper, they skip helter-skelter across the headlines and plunge with a sigh into the sports page and the comics.

If they do not switch off their radio and television sets when serious news is broadcast, they practice what a psychologist has called "selective inattention." They just stop listening until the strains of easy entertainment are heard again.

The Gallup Poll has turned up some striking evidences of public ignorance on news events. This ignorance cannot be due in America to any lack of access to information. It must be due to a rejection of information. Consider some examples.



The 1954 Hogate lecturer talked things over with journalism students during his visit to DePauw University's campus.

In the fall of 1951, the name of Dean Acheson seemed to be on everybody's lips. He was denounced and defended in every day's news reports. Yet Dr. Gallup found in October of that year that 34 per cent of the public could not identify Acheson.

In the same year, 45 per cent told Gallup questioners that they were not familiar with the phrase "cold war." In 1953, when the Korean war had been in progress three years, 56 per cent could not identify Syngman Rhee.

It is little comfort to find that 53 per cent of Gallup's cross-section could not name any one of the first four books of the New Testament. Formal religion is not urged upon Americans as it used to be in earlier generations. But news is piled upon them as never before. It is painfully true that millions of Americans are ignoring or actively rejecting it when it deals with serious subjects.

That condition bodes no good for America or for the world. A democracy can only succeed when it rests on a base of informed public opinion. When that democracy must also carry the weight of free world leadership, it needs a still sturdier foundation of public understanding.

Failure on our part to make our democracy work would be a universal tragedy. The first step in avoiding

failure is to admit its possibility. The American press is square in the middle of this test of democracy.

Maybe the press could shoulder off some of the burden on television and radio. We can admit that those mediums have grabbed the ball of spot news and run away with it. We can acknowledge that if the President of the United States should be shot tonight, the majority of Americans would get the first jolting news from radio or television. Yet we can be just as certain that the public would turn to the newspapers for confirmation, for full details, above all for an understanding of what the event would mean in modern history.

**T**HERE lies the duty of the press. There also lies its splendid opportunity. Some people seriously argued in the 1920s that radio would displace newspapers and destroy them. Many thought the same thing about television and newspapers in the '40s. Today you never hear such a suggestion made.

It is not that time has vindicated the press. It is simply that time has pointed an unerring forefinger at the field the press must occupy in the modern world. We journalists should be eager and proud to accept the challenge.

We need to begin, however, by a

frank admission. The American people sit down each day to a feast of news and arise ill-nourished. We are driving many to a diet of comics and baseball. We are condemning others to mental indigestion. A good part of the fault must lie with the press.

Let's look at how some of our foreign critics diagnose the trouble. A British journalist, Dore Silverman, has voiced a familiar complaint: "America is breeding a nation of headline readers. More important, vast numbers of Americans are in consequence insufficiently politically educated. The much smaller European newspapers are much more thoroughly read, if only because it is physically easy to do so. And because of their diminutive size and condensed reporting, they are better written."

We don't have to take these charges at full value, but honesty will force us to admit an element of truth. Our Sunday newspapers can be a positive deterrent to reading. Their bulk is forbidding. But let's be practical. The size of American papers is dictated by a complex set of economic factors. Big-scale advertising is necessary to cover big-scale costs of publishing in this country.

News stories should be more tightly written, especially wire service stories. There is little incentive to write news that way, however, when news-



print is plentiful. It was the shortage of newsprint that really cut the content of British papers and squeezed water out of the news stories.

There are other things, however, which we ought to do and can do to fill the new role of the American press. We can no longer peddle facts in raw form. We can't do that job as fast as radio or television. What we must be now is purveyors of understanding. It is a harder job, but I submit to you that it is a nobler one.

**I** WOULD like to suggest two main ways of meeting this challenge to journalism. One is a revival of the editorial page. The other is the development of stories that explain the news as well as report it.

I write editorials every day myself. I love editorial page work. Yet I still can't deny the handwriting on the wall, which says that editorial pages in general are not read as widely as they once were.

This strikes me as a strange paradox. People are showing less interest in editorials at the very time when they most need the kind of help editorials can give them. The editorial page is the natural source of thoughtful comment, of the calm analysis that puts news in perspective.

The average newspaper reader today is terribly short on time. The editorial writer can save time for him, and keep him well-informed. He can do for readers what so few have a chance to do for themselves—research the background of news events, bring blurred facts into focus, weigh the value of news in the scales of sound judgment.

That is exactly what intelligent readers want done for them today. How does it happen, then, that the prestige of the editorial page has fallen at the very time when the need for it is greatest?

Much of the fault lies, I believe, with publishers. Some of them maintain editorial pages as nothing more than a gesture to custom. Such an editorial page is cut off from the paper's life-stream. Others have sold their editorial birthright for a mess of syndicated columnists.

The editorial page needs to be brought down out of the airless attic of journalism. I urge publishers to see its powerful new possibilities, which were never so great as today.

Fresh new blood should be brought into the editorial page. Publishers should hire enough editorial writers to do a painstaking job. An intelligent newspaper reader can make shallow off-the-cuff comment himself.

The other new need of the press is

harder to describe. It is the development of interpretation in news columns.

To do that job requires a stunning reversal of the whole trend of American journalism in the past half century. We have been fighting fiercely and steadily for objective news. Erwin Canham, editor of the *Christian Science Monitor*, has noted that "the typical nineteenth century newspaper was proudly and violently nonobjective."

We have made great gains in the fight for objective news. We have not gone all the way, for there still are papers of important circulation that color their news columns to suit their own purposes.

**Y**ET before we can claim a full victory on objective news reporting, we are forced to move on to another battleground of greater darkness and danger. We can no longer be content to reflect with accuracy the surface look of news. We must somehow learn to go below the surface and report the news in depth.

This is a heavy responsibility. We need to be extremely careful not to take advantage of our readers in such reporting. A poor or unprincipled reporter could blot his story all over with the inkstains of his own prejudice. A good reporter can keep a story honest and yet double its usefulness to the reader who must read as he runs.

Many of us have been reluctant to admit that the straight, objective story is no longer enough. Yet we are being forced along by the facts of modern life. Every year the news published in our papers grows more complex, more maddeningly diverse.

There are crushing evidences that Americans do not read news stories which report the facts but give no understanding of what they mean. There is the classic example of a paper on the West Coast. It printed the exact same story on the Korean War on page one for three days running, and not a single reader commented.

Straight, objective reporting was not enough in Korea. It is not enough in many other complicated but important stories that crop up every day from all over the world.

Erwin Canham also has this to say: "Nothing is more misleading than the unrelated fact, just because it is a fact, and hence impressive. Background, surrounding circumstances, prior events, motivation—all are part of the real and basic news. This kind of interpretation . . . is actually the best kind of reporting."

Let me give you an example of what Canham calls "the unrelated fact."

You will remember when William Oatis of the *Associated Press* was clapped into jail in Prague and tried as a spy. Here is the start of a purely factual report on his trial in a Communist court:

"Prague, July 2.—Associated Press correspondent William N. Oatis confessed at the opening of his trial today that he had acted as a spy. He told the Communist court in Pankrak Prison that he used a number of Czechs as 'informants.'

"Did you carry out espionage?" the president of the court asked.

"Yes," Oatis replied. . . ."

The facts as I have read them are correct, as far as they go. But how misleading such a story would be without the background of how the Reds conduct these travesties of justice!

Not all cases are so clear, however. We have been telling reporters for a couple of generations just to collect the facts and write them. Now we tell them to get the facts behind the facts, and write them with just as much honesty and impartiality. It is the hardest assignment ever given to the working press of America.

Somehow I don't fear the results at that level. Most members of the working press are fierce believers in their calling and defenders of its integrity.

But the responsibility also carries over to owners and publishers of newspapers. If they urge their news writers to take more leeway in handling news, they owe them closer supervision and constant guidance. I seem to keep repeating the word "responsibility." It is the key to the position of the American press today.

**H**AMILTON OWENS of the *Baltimore Sun* gave a good definition once of a newspaper: "A work of art, a daily attempt to reduce the chaos of the universe to some sort of understandable order." Never did the chaos of the universe rumble so ominously in our ears. Never did journalists, from reporter to publisher, share such heavy public burdens.

The press—let's face it—is in the position of central responsibility in America. America, in turn, is in the position of central responsibility in the free world order. That puts on all of us in journalism a heavy duty to do a good job.

Such a challenge may scare away journalism students who had looked forward to a life of sensation and easy glamor. It will never frighten away the recruit we most need, the student who wants to do more than make a living, the student who wants to join a lifelong crusade.

# One Man's City Editor and Why

(Continued from page 8)

Versatility rather than specialization is a mark of a good reporter. Leonard (Buzz) Larsen is one of the brightest young men on the staff. He manages in one week of five days to cover the police run, the federal run, the criminal division, and the civil division of the Denver district courts, spend a day on rewrite, and cover city hall one day.

UP at the state house we've got a lot of reportorial brass. Bert Hanna is the Dean. He's called the Dean even by the opposition. He sits in the governor's pocket and knows before the governor does something what he is going to do and usually has told me. He's assisted during the legislative session by Nello Cassai, a sharp, fast reporter.

I think I actually would name almost every man on the staff as a good reporter because for three systematic years I've been sort of getting rid of those that weren't.

Harmon Kallman was recommended to me some eight months ago by a friend in Dallas, Tex., as a sharp feature writer. I wrote to him and had an interview with him. He told me he'd like to come and work for the Denver Post because "your paper has imagination." The first thing that happened to poor Harmon was a call that an automobile had knocked a dog down. The dog was dead. I sent Harmon out to cover it. I didn't tell him the reason I was sending him on what would appear to be a trivial story. I knew the dog was a seeing-eye dog.

He got the point. We got a terrific picture—Photographer Floyd McCall snapped it. It later was printed around the world. Kallman felt the story so vividly and wrote it so vividly that it became a national *cause celebre*. The seeing-eye dog belonged to a blind Negro. Most of his life he had been a day laborer and he'd had no schooling. He didn't know about welfare; he was struggling along from day to day. He'd gotten this dog finally just a few months before, and it sort of changed his life. For the first time he was able to move around and was beginning to live. Then the dog was killed. Well, Harmon's story got the man contributions, hundreds of dollars in contributions poured in, plus numerous offers of seeing-eye dogs. When he walked out from under the deluge of mail, Harmon Kallman had changed the life of a man.

Then we got an unusual idea. The idea was that we had an awful lot of readers who had suppressed de-

sires. Kallman had mentioned imagination, so I challenged him. I gave him the assignment of Suppressed Desires editor, told him that we would print on the front page, three or possibly four days, a little box, telling the readers of our paper that we were aware that many people most of their lives had wanted to do something but never had for lack of courage or opportunity or money. We ran the first box on a Sunday.

We were secretly a little doubtful about the thing, so nervously I waited for the mail Monday morning. The first mail on Monday contained no letters for the Suppressed Desires editor and I thought I had certainly misfired. I called the mail room and discovered that the first mail that I get on Monday is the last mail that comes in on Saturday.

Then came the second mail on Monday and a great package of letters for the Suppressed Desires editor. They flooded in by the hundreds. Picking the winners was something. We finally narrowed it down to about 150 all of which I would have loved to fulfill. But we said ten, and ten turned out to be quite a few.

Naturally I am a busy man and I couldn't make many arrangements. That was Harmon's job. I did pick the winners and gave him the assignment of obtaining a jet airplane, and permission, incidentally, for a 68-year old man to fly in it. This man had never been in an airplane and he wanted to start at the top. A woman, mother of five young children, wrote a very endearing letter in which she said that she actually wasn't in need or in want, but all of her life, ever since the children started coming, one after another, she had wanted to go into a super market and just buy anything she put her eyes on without worrying about a price tag. We thought that a lot of people may feel that way, so we decided to fulfill her suppressed desire. That was Harmon's number two assignment.

HE had to do such things as talk the mayor into meeting a 16-year old girl at the airport in a Cadillac—the mayor didn't have a Cadillac, we had to get him one—and take her down to the Brown Palace hotel for dinner. A woman wanted to ride a handcar, a railroad handcar.

Incidentally, we decided to start the thing and then run them ten straight days, and it was necessary, therefore, that there be no break in this thing. He got two and by this time the man-

agement was so impressed about this thing we got orders to start them at once, so Kallman started with just two stories in reserve.

Kallman had to make all the arrangements and do the writing. He managed to get all ten of them. It was a close shake on the handcar because, believe it or not, there are no railroad handcars any more. We scoured Colorado and there wasn't a single railroad handcar in the state of Colorado—broad gauge, that is. There was one down in Alamosa, a narrow gauge, and the Rio Grande, finally in desperation, offered to bring it up and lay some narrow gauge track for us. We would have taken them up on that, but they finally located one in Provo, Utah, rushed it on to an express car, got it into Denver just in time for the woman to fulfill her suppressed desire.

Kallman did a marvelous job. He finally got even with me. Sunday is my only day off and I like to do things on Sunday. Two of the suppressed desires that we agreed to fulfill involved the Denver Symphony Orchestra. One lady, believe it or not, wanted to conduct the Symphony, and another one wanted to sing a solo. Officials of the Denver Symphony unfortunately insisted that I personally introduce them to the Symphony audience and preside. That took my Sunday.

Newspapers all over the country now have decided to copy the idea. It looks like America is going to get all of its suppressed desires fulfilled.

GOOD men just know their jobs and snap into it when something happens.

We had a large, very violent cloudburst in Denver last summer. The cloudburst caught me in a nearby bar. It was impossible, of course, to get to the office to dispatch anybody, particularly photographers. It was a terrific picture story, you could tell that almost immediately. The streets were awash. I called the city desk and asked the assistant city editor if any of the photographers had called in, and he said, "No." I said, "That's good," and went back to my drink, not at all concerned because I knew then that they had done what they were supposed to do. All six of them got soaking wet. They were all out on other assignments. We got some of the most terrific pictures I've ever seen in my life. That was just par on the course.

What about women on my reporting staff? I'm afraid that I'll have to admit prejudice which I'm trying to overcome. Early in the war when I was a bureau manager the entire staff, vir-

tually, of the *United Press* bureau in Denver was drafted all at one time. I had two men left that knew up from down, and I hired a girl reporter. After what I thought was a decent interval, and simply because I had nobody else, I left her on a night trick when she was in the bureau by herself from 10 p.m. until 1 a.m. I left her with strict instructions never to do a thing around there without calling me. She called me one night and said that the *News* had an interesting story but she didn't guess she's do anything with it. I said, "All right, leave it for the overnight man who comes on at 1 a.m.," and went to bed.

I was awakened the next morning by a telephone call from New York demanding an explanation as to the story which had just been killed on the wire. I knew nothing about this. I told them I'd find out immediately. I rushed down to the office, started going through the file, and discovered that she had put on the wire about 1 a.m., without anybody's knowledge, a completely erroneous story. The *Rocky Mountain News* story, as I recall it, had a headline, "Mother Shoots Self Beside Baby." The story was not a national story by any means. A young mother, despondent and in ill health had walked to her baby's crib and had shot herself to death. That was not the story that went out on the wire.

Her only explanation later was that she thought that "beside" her baby meant "besides" her baby, and had dreamed up all sorts of "additional facts," as she called them. She had this young mother murdering her infant child, then killing herself, and when pressed by New York for quotes, eagerly supplied them. It wasn't until about 8:30 or 9 that they wondered why we were still exclusive on that story.

That began my prejudice. As I say, I'm fighting it, and I think I am conquering it. We have one excellent girl reporter on the staff, Eva Hodges. Eva married one of the boy reporters and I think that I'll probably be looking for another girl reporter soon. I think it is an absolute must to have one or two girl reporters on a city side. We also have seven or eight girls in the women's department, but that's totally separate from the city desk. My prejudice has almost completely vanished now.

Things I look for in hiring new reporters? Not necessarily in their order of importance: whether they look bright would be the very first thing. I would expect them to be a little nervous in applying for a job, but to overcome it quickly. Personal appearance is also an essential. I

don't mean good looks, I mean just being well groomed and appearing efficient. I always pay attention to how good a talker each one is. If they answer my questions quickly and without hesitating, I have them sit down and type out a resume of their background and experience and education, and I watch that for spelling. I have them address it to me. My name's spelled Haselbush. People have a habit of putting a z in it for the s, and I make sure that they have seen my name. If they put the z in

more than once, I don't hire them.

Just recently I had an application by mail from some place back East addressed to Willard Haselbush spelled with a z. A young fellow wanted a job as a reporter. His background looked pretty good, so I dropped him a little note, told him to be patient, and asked him for a little additional information. It came back addressed z again and I put the whole thing in the wastepaper basket. A fellow who can't get the name of the boss right is not exactly an accurate reporter.

## Judicious 'Sayonara' Trims a Story to Fit

(Continued from page 11)

tions, employee's family size, and piece-work production.

The schedule mushroomed upward considerably after the war with the value of yen tailspinning like a Zero in the Marianas Turkey Shoot. Before the war, two yen equalled an American dollar; in 1945 it was twenty-three to one; in 1946, forty-seven to one; and by 1949 it took 360 tattered Japanese yen to face up to a single U. S. greenback.

Koeki's history dates back only to April, 1945, when two war-devastated printing plants combined. One had caught a B-29's "block-buster" during a raid over Nagoya's air fortress, and the other had said "sayonara" to 90 per cent of its workers called as draftees.

Tsuhei Takahashi, whose family had been operating the first plant for some thirty years, held 60 per cent of the stock in the new Koeki combine. To avoid American bombs, he and his fifty employees hit for the hills, twenty-five miles away.

Less than a month after the armistice, Aichi prefectural officials were taking Americans on tours of the Nagoya countryside with side trips

to the mountain plant of Koeki where Tahakashi's company started the first of many American jobs. Those initial contracts expanded so that today about 20 per cent of Koeki's business is American. Included is publication of six service newspapers and countless yearbooks, tickets, Christmas cards, calendars, etc.

Expanding with the booming post-war business, Koeki has built up a bank of twelve flat bed presses (all hand-operated), seven offset presses, two German-made Heidelberg automatics, and eight foundry type-casters. All machinery except the Heidelbergs is Japanese-made.

To save on type distribution problems, all lead is stripped from chases by 16-year-old girls, remelted, and cast against as required by shortages in the hundreds of type cases.

The perennial Stateside newsprint shortage headache is virtually nonexistent in Japan which produces plenty of wood pulp on its northern island of Hokkaido. Japanese research technicians reportedly are trying to come up with a rice and weed stalk substitute for wood pulp, too.

## Ein, Zwei, Drei . . . Fünf!

(Continued from page 9)

But discussions with them emphasize that news problems the world over are much the same. They, too, got into the big debate on "objectivity" vs. "interpretive reporting."

"How can you give the meaning of a story if you can't interpret it for your readers?" one would ask. And another would reply, "How can you interpret the meaning of a news story



without letting your own opinions enter in?"

Sounds familiar, doesn't it?

Another objection they voiced was to the "dry, routine" manner in which political news, both domestic and foreign, is too often told in American papers.

"Why can't it be made more interesting, more alive?" they asked many times.

"It could be, but usually it isn't," was about the only answer to give.

They pointed out that the kind of reader who is attracted to that kind of news would read it in practically any form, and if it were made more vital, more interesting, more personal, perhaps others would get more meat out of their newspapers, along with the chaff which is so much a staple in many papers.

**T**WO of the five came from West Berlin, and both had a part in reporting the June 17, 1953, riots in East Berlin. Both crossed the East-West border, at considerable personal risk, to see what was going on, and report the events for their papers.

The two are Lothar Loewe, a political reporter for *Der Abend*, and Juergen Dobberke, a court reporter for *Der Tag*.

Another of the group, the youngest, was Herbert John, 23, who is political editor and editorial writer for the *Harburger Anzeiger und Nachrichten*, a daily published in the Hamburg suburb of Harburg. John, whose aquiline face and shock of blond hair became well known on the Oregon campus, plans to introduce, if he can, American-style society pages to German papers. He figures that it would attract a huge audience of women readers who now leave the papers to the men folk.

During the election campaign in Germany last year, John was selected to be editor of a political weekly in Hamburg, supporting Chancellor Adenauer's Christian Democrats, and his work has been given a large portion of the credit for ousting a socialist regime in Hamburg which had held power for many years. The weekly became so popular during the campaign that it skyrocketed to a circulation in the hundreds of thousands overnight, in a city of little more than a million.

Two of the group were from the south—the "romantic part of Germany," as they put it, in or near the Black Forest.

Franz Oexle, the oldest of the five, is an editor on the *Südkurier* in Konstanz, near the Swiss border. A doctor of philosophy in German literature,

who attended three universities, a veteran of the Wehrmacht's campaign in the Ukraine and Crimea, and the holder of the most responsible newspaper job, Franz was looked up to by the others as a sort of father confessor and advisor.

Hortolf Biesenberger is the son of the publisher of the *Schwarzwälder Bote*, in the Black Forest community of Oberndorf. The paper was founded by the family 136 years ago, and has a circulation throughout the area, where it is as much a "tradition" as watchmaking and wood carving.

Hortolf holds a Ph.D. in journalistic science from Ludwig Maximilian University in Munich, and expects to take on a managerial post in the paper. A Luftwaffe veteran who was shot down eleven times during the war, Hortolf lost his right arm in his last crash, and has taught himself to do practically everything for himself with his left arm and hand—including tying his own shoelaces and putting on his own wristwatch.

The State Department program which brought the five to this country was a part of the exchange of persons plan authorized under a 1948 Congressional act.\* It is financed largely by the sale of surplus military

equipment in Europe. Of some 30,000 exchangees in various fields in the country last year, about 8,000 were from Germany. But only five of these Germans were newspapermen.

If I had a suggestion to make, it would be to continue and enlarge this program, rather than lessening it, as I understand it is to be done. For if the object is to increase understanding among peoples, how better can it be done than by sending young newspapermen to the United States where they not only learn our methods, but, more important, our outlook on life, our ideals, our hopes, our drawbacks and handicaps?

I'd also like to see the way paved for young American newspapermen to visit Europe, for I found that our ideas about them are as hazy as theirs were about us.

One can't measure the benefits of such a program in dollars and cents. But in the years to come, the understanding and respect of these five for what America is, what it is not, and what it has to offer the world, will pay dividends in good will and understanding which cannot be calculated on an adding machine.

\* See *The QUILL* for May, 1954.

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## *The Occasion—*

The November issue of *The Quill* to be published as the Sigma Delta Chi Convention Number will be dedicated to the organization's 45th Anniversary Convention to be held in Columbus, Ohio, November 10-13. Advertising sections will close October 1. Reserve your space now; send copy later. Act promptly and you'll be glad you did. No increase in ad rates for this all-important Convention Number.

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# Sigma Delta Chi NEWS

## Committees Announced for Nov. 10-13 Convention



**GEORGE A. SMALLSREED, SR.**, chairman of SDX Convention Committee.



**BRADY BLACK**, vice chairman of the Columbus, Ohio, Convention Committee.

With preliminary enthusiasm growing, a highly successful 1954 Sigma Delta Chi national convention in Columbus, Ohio, Nov. 10 to 13, appears to be in the making.

George A. Smallsreed Sr., editor of the *Columbus Dispatch*, president of the Central Ohio Professional Chapter of Sigma Delta Chi, and general chairman of convention plans, has announced that committee appointments and alignments have been completed. The Central Ohio and Ohio State University Chapters will be co-hosts to the convention at the newly decorated Deshler Hilton Hotel. Phil Arman is OSU Chapter president.



**OERTEL**

"Preliminary plans already have been worked out by many of the committees," Smallsreed said. "Speakers are being contacted for what seems certain to be one of the outstanding convention programs ever presented by the national professional journalistic fraternity."

The tentative program is not ready for publication, but Smallsreed has announced the following committee appointments by SDX President Robert U. Brown:

**GENERAL CONVENTION COMMITTEE**—Brady Black, Columbus Bureau of the *Cincinnati Enquirer*, vice chairman; William J. Oertel, Ohio Newspaper Association, secretary; Norman H. Dohn, *Columbus Dispatch*, treasurer and assistant secretary; Hart F. Page, Ohio State Medical Association; Nicholas Popa, Byer & Bowman Advertising Agency; Fred W. Maguire, Ohio State University; Walter Furniss, Radio Station WCOL, and Del Starkey, Columbus Chamber of Commerce.

**LOCAL COMMITTEE CHAIRMEN**—Black, chairman, and Page, secretary, program committee; Popa, publicity and promotion; Furniss, entertainment; Starkey, hotel and registration; Maguire, collegiate chapter liaison; Monroe Court-right, publisher, *Westerville Public Opinion*, printing; Dr. James E. Pollard, director Ohio State University School of Journalism, model initiation; Gordon Kuster, *Columbus Dispatch*, decorations and exhibits; Dohn, reservations; Tod Raper, *Columbus Dispatch*, transportation.

(Turn to page II)

## UCLA Gets First Graduate Unit

The first special graduate chapter of Sigma Delta Chi, formed as a sub-unit of the Los Angeles Professional Chapter as authorized at the 1953 national convention, was installed at the University of California at Los Angeles on May 25.

Prof. Joseph Brandt, head of the Graduate Department of Journalism at UCLA, received the charter for the seven-man seventh chapter in the state. Among those present were Alden C. Waite, vice president of Sigma Delta Chi in charge of professional chapters, and Victor E. Bluedorn, executive director.

In addition to the graduate group, six undergraduate students from the University of Southern California School of Journalism and six professional candidates were initiated.

Members of the new graduate chapter are Eugene Bird, Roger Dee, Henry Grady, John Blashill, Ranga Pai, Howard Hall, and Herbert Zucker. Professional initiates included Ray Brooks, *Tujunga Record-Ledger*; Tom Cameron, *Los Angeles Times*; Edward A. Dickson, chairman of the Board of Regents, UCLA; R. E. G. Harris and George F. Watson, of the UCLA faculty; and Robert B. Rhode, of USC. Undergraduate initiates were



**John S. Rose, Alden C. Waite, and Edmund D. Coblenz**, left to right, at installation of first graduate chapter.

Gary Kreutz, Rodger Darbonne, Charles Barnet, Len Zagertz, Jack McCurdy, and Bob Elsner.

Edmund D. Coblenz, retired publisher of the *San Francisco Call Bulletin*, who is now a consultant for the Hearst newspapers of the West, and author of a new book, "Newsman Speak," addressed the initiation dinner. John Rose, president of the Los Angeles Professional Chapter presided.



# Freedom of Information Gets Attention From Two Chapters

Recent activity on the freedom of information front by Sigma Delta Chi chapters includes adoption of resolutions to strengthen the access of public and press to official records and meetings by the North Dakota Professional Chapter and co-sponsorship of a statewide Freedom of Information clinic by the Chicago Professional Chapter.

Adoption of the resolutions by the North Dakota chapter at its annual meeting in Valley City, N. D., on April 8, followed a state survey by the fraternity in which forty-three newspapers reported no trouble gaining information which should be made public while seven reported local restrictions.

The chapter unanimously adopted the following resolutions with the recommendation that the North Dakota Press Association take similar action, which it did two days later:

1. All meetings and all records of public officials, boards and commissions of the state of North Dakota and its political subdivisions should be made open, by law, to the public, and newspapers and other public information mediums should make every effort to obtain and disseminate such information.

2. When any professional, business, labor, charitable or political group seeks the authority, privilege and assistance through law from the public, it follows that it must accept the duty of making public its decisions and records.

After hearing a report from V. M. Newton, Jr., of Tampa, Fla., chairman of the national Sigma Delta Chi committee on freedom of information about secret meetings in Washington, the group also adopted a resolution urging the four North Dakota representatives in Congress to "take effective steps to discourage, decrease, and eliminate such secret committee sessions in the interest of the people's right to know."

At its business meeting the chapter elected F. J. Froeschle, Lisbon, president, F. W. Denison, of Cando, vice president, and Alvin E. Austin secretary-treasurer.

The Illinois Freedom of Information clinic was held in Springfield on May 14 under the joint sponsorship of the Illinois Associated Press, Illinois Press Association, Illinois Broadcasters Association, and the Chicago Professional Chapter of Sigma Delta Chi. Martin Gage, editor of the Danville Commercial-News, served as clinic chairman.

Everett Norlander, managing editor of the Chicago Daily News, was moderator of a panel discussion devoted to co-operation between newsmen and top state officials at which Governor Stratton assured the more than 100 editors, publishers, capitol correspondents and broadcasters that his administration has "nothing to hide." He maintained that freedom of the press is not a "one-way street," however, and said that the mediums have the responsibility to provide complete, objective coverage of the news, giving "all the facts."

Plans were made for another clinic next February, devoted to law enforcement agencies.

## SDX Loses Chapter But Gains Another

The Inland Empire Professional chapter of Sigma Delta Chi at Spokane, Wash., this week announced its intention to disband. "Too many outside organizations" was given as the reason.

The Spokane chapter, was chartered in November, 1949, at the national convention in Dallas, Tex. Twenty members formed the original group. The notice to give up the charter will be reviewed by the Executive Council at its next annual meeting.

Meanwhile, on other fronts, Sigma Delta Chi shows definite signs of expansion. A chapter at San Jose State College, San Jose, Calif., was scheduled for installation on June 10, and a preliminary request from the Journalism Society members at the University of Tennessee, asking permission to submit a formal petition to the convention next fall, was received. The petition was proposed by John H. Wilford, President.

From the same state, a petition inspired by State Chairman Frank Ahlgren, editor, *The Commercial Appeal*, on behalf of a group of Sigma Delta Chis in Memphis requests the establishment of a chapter in that city. At the present time no chapters exist in Tennessee.

Sigma Delta Chi chapters now total 58 on college campuses and 40 in cities and regions. Since World War II 25 charters have been granted to professional chapters and 16 to undergraduate chapters.

In the same period 14 professional and one undergraduate charters were recalled, the latter being Emory University where education for journalism was discontinued.

## Convention

(Continued from page 1)

Two members from each of the six Ohio chapters are serving on a State Advisory Committee. The chapters include the Ohio State University, Ohio University and Kent State University undergraduate groups and to Northeastern, Northwestern and Central Ohio professional chapters.

Smallsreed said the local-state organization plan is based upon close cooperation and coordination with Brown, Victor E. Bludorn, Executive Director, and the National Executive Council.

The General Chairman said a number of chapter officers had suggested topics for discussion as the result of a questionnaire from the Columbus chapter to all collegiate and professional chapters of the fraternity. He urged others who want to suggest speakers or subjects to submit their suggestions immediately.

## Chapter Advisers Council To Meet in August

The annual meeting of the Sigma Delta Chi Undergraduate Chapter Advisers Council will be held on Sept. 1 at the University of New Mexico, Albuquerque, it was announced this week by Victor E. Bludorn, executive director.

Membership includes all advisers of the Fraternity's Undergraduate chapters who are annually elected by the National Executive Council. Alvin Austin, head of the Department of Journalism at the University of North Dakota and vice president in charge of Sigma Delta Chi Undergraduate Chapters, is chairman and will preside.

## Sigma Delta Chi Directory 1953-54

### Headquarters:

35 East Wacker Drive, Chicago 1, Ill.

Executive Director: Victor E. Bludorn.

Honorary President: John Cowles, President and Publisher, Minneapolis Star & Tribune, Minneapolis, Minnesota.

Chairman Executive Council: Lee Hills, Executive Editor, Detroit Free Press, Detroit 31, Michigan.

President: Robert U. Brown, Editor, Editor & Publisher, Suite 1700, Times Tower, New York 36, New York.

Vice-President in Charge of Professional Chapter Affairs: Alden C. Waite, President, Southern California Associated Newspapers, 4044 Lafayette Place, Culver City, California.

Vice-President in Charge of Undergraduate Chapter Affairs: Alvin E. Austin, Head, Department of Journalism, University of North Dakota, Grand Forks, North Dakota.

Vice-President in Charge of Expansion: Mason R. Smith, Editor and Publisher, The Tribune Press, Gouverneur, New York.

Secretary: Ed J. Dooley, Managing Editor, The Denver Post, Denver, Colorado.

Treasurer: Bernard Kilgore, President, Wall Street Journal, 44 Broad Street, New York City, New York.

Executive Councilors: J. Donald Ferguson, President and Editor, The Milwaukee Journal, Milwaukee, Wisconsin.

Sol Tishoff, Editor and Publisher, Broadcasting-Telecasting, 1735 DeSales St. at Conn., Washington 6, D. C.

John W. Colt, Managing Editor, Kansas City Star, Kansas City, Missouri.

James A. Bryon, News Director, WBAF AM-TV, Fort Worth, Texas.

S. G. Chris Savage, Assistant Professor of Journalism, Indiana University, Bloomington, Indiana.

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Publication Board: Chairman, Lee Hills, Executive Editor, Detroit Free Press, Detroit 31, Michigan; Charles C. Clayton, Executive Assistant to the President, St. Louis Globe-Democrat, St. Louis, Missouri; and Alden C. Waite, President, Southern California Associated Newspapers, 4044 Lafayette Place, Culver City, California.

QUILL Editor: Carl R. Keeler, Editorial Writer, Chicago Daily News, 400 W. Madison St., Chicago 6, Illinois.

QUILL Business and Advertising Director: Victor E. Bludorn, QUILL Publishing Offices, 35 East Wacker Drive, Chicago 1.

THE QUILL for July, 1954

## Chapter Activities

**MADISON**—Duane Hopp, Sheboygan, Wis., a junior in the University of Wisconsin School of Journalism, on May 6 was elected president of the Wisconsin Chapter of Sigma Delta Chi. Hopp headed the university's Gridiron Banquet committee this year. Leon Feldman, editor of the *Daily Cardinal*, was named vice president, William Brisse, secretary, and David Apker, treasurer.

**URBANA**—Contrary to general belief, covering-up of clients mistakes is not a function of the modern public relations agency, Lee Schooler, president of The Public Relations Board, told members of the University of Illinois Chapters of Sigma Delta Chi, Alpha Delta Sigma, and Theta Sigma Phi April 22. "Public relations," Schooler said, "means helping the client to avoid mistakes in the first place."

**ATHENS, OHIO**—Ralph E. Kleisch won the second annual Sigma Delta Chi Sophomore Award at Ohio University for the best composition on "Why I Chose Journalism."

**PEORIA**—Les Immel, cartoonist for The Peoria Journal, has been elected secretary-treasurer of the Illinois Valley Chapter of Sigma Delta Chi to fill the unexpired term of Robert Herguth, formerly of the editorial staff of The Peoria Star and now with the Chicago Daily News. The chapter has taken under study committee recommendations for a Chi Gamble Memorial award. Gamble, a Star columnist, died last February. The chapter adopted a resolution in tribute to Fred W. Tuerk, who died April 3.

**BOSTON**—New England Chapter, Sigma Delta Chi, observed the 250th anniversary of the founding of Boston News-Letter at a luncheon April 24 at University Club, Boston. The News-Letter, founded April 24, 1704, by the then postmaster of Boston John Campbell is the first publication in North America with a continuous history.

Herbert Brucker, editor of The Hartford (Conn.) Courant, was principal speaker. "The need fulfilled by journalism is as old as man" and "authority has always been concerned with the news reported," he said. "When John Campbell started his Boston News-Letter he needed the consent of the Royal Governor." An earlier paper, published without consent, was suspended after one issue.

A letter from Frank L. Mott, dean emeritus of University of Missouri school of journalism, commenting on the 250th anniversary of American journalism, was read at the meeting.

**MILWAUKEE**—Three professional journalists and twenty-six undergraduates were initiated at a joint meeting of the Milwaukee Professional Chapter and the Marquette University Chapter of Sigma Delta Chi on April 20. The three professional initiates pictured receiving their membership cards from Tony Ingrassia, right, Milwaukee Professional Chapter president and Milwaukee Sentinel sports writer, are, left to right, Gibbs Allen, public relations director, A. O. Smith Corp.; Ross Dick, Milwaukee Journal business editor; and Henry T. Garvey, Milwaukee Sentinel reporter.

A program highlight was a forum discussion of "Is Reader Interest Adequate Grounds on Which a Newspaper Can Decide What News to Publish?" Prof. David R. Host of the Marquette College of Journalism was chairman, and participants included Frank Lovell, managing editor of the Racine Journal-Times; Arville Schaleben, assistant managing editor of the Milwaukee Journal; and George A. Tracy, managing editor of the Milwaukee Sentinel.

On May 18 the chapter took a 32,000 mile "trip" around the world in two hours by means of a color slide presentation by Paul Gustafson, Sentinel church editor.



THE QUILL for July, 1954



**CARBONDALE**—At the first initiation conducted by the new Southern Illinois Professional Chapter of Sigma Delta Chi in Sparta, Ill., on May 7, four presidents or past presidents, local or national, were on hand. Left to right in the picture are Charles C. Clayton, St. Louis Globe-Democrat, past national president; Howell V. Morgan, Sparta News-Plaindealer, president of the new chapter, organized Jan. 23 at Southern Illinois University; Al Dopking, St. Louis Associated Press Bureau manager and president of the St. Louis chapter; and Irving Dilliard, St. Louis Post-Dispatch, past national president. Clayton, Dopking, and Dilliard were members of the initiation team from the St. Louis Professional Chapter.

**ANN ARBOR**—Among the features of the 27th annual convention of the Michigan Interscholastic Press Association convention on May 7 was a reporting contest sponsored by the University of Michigan Chapter of Sigma Delta Chi.

**RENO**—Robert C. Miller, roving world correspondent of the United Press and a University of Nevada Alumnus, flew home from the far Pacific to address the University of Nevada Chapter's spring initiation dinner in May. Among those participating with him in the initiation were Jock (John) Taylor, editor of the Reese River Reveille and the Nevada State News, and Neal Van Sooy, publisher of the Nevada Appeal and Carson Chronicle and a past national president.

**ATHENS, GA.**—Dean John E. Drewry, of the Henry W. Grady School of Journalism, University of Georgia, was the honored guest at the silver anniversary dinner of the Georgia Chapter May 21. George C. Biggers, president of Atlanta Newspapers, Inc., as the principal speaker, praised Dean Drewry's accomplishments in the journalistic field. John Sheppard, retiring president of the chapter, installed new officers: William S. Morris III, president; Robert F. Bradford, vice president; Roger Branch, secretary; R. H. Driftmier Jr., treasurer; and Carrol Dadisman, pledge master.

**BOULDER**—Activities featuring Newspaper Week at the University of Colorado included presentation of the Sigma Delta Chi "Big Hat" award to Morton L. Margolin, of the Rocky Mountain News, for his articles on reclamation, and other SDX awards to James D. Ritchie and Donald L. Jones. Jones was named the outstanding senior journalism student.

**HARRISBURG**—The new Central Pennsylvania Professional Chapter on May 23 approved by-laws and fixed Sept. 18 or 25 for formal initiation ceremonies at Lancaster, Pa. At the May meeting in State College, Pa., President Ted Serrill named the following board to serve until Jan. 1: Phillip W. Fair, Altoona Mirror; Millard E. Krebs, York Dispatch; William F. Dwyer, Shamokin News-Dispatch; James F. McNichol, Williamsport Gazette and Bulletin; Martin Salditch, Reading Times; and Edward J. Lynett, Scranton Times. Krebs and President Serrill were named delegates to the national convention.

**WASHINGTON**—James E. Warner, of the New York Herald Tribune's Washington Bureau was elected president of the Washington, D. C., Professional Chapter in May. James E. Hagerty, presidential press chief who addressed the national convention in St. Louis last year, was in a class of 12 admitted to membership.

**CHICAGO**—Gregory B. Shuker was introduced at the May meeting of the Chicago Professional Chapter as winner of the Sigma Delta Chi key awarded annually by the chapter to the senior man ranking highest in scholarship at the Medill School of Journalism, Northwestern University. Shuker and J. D. McMurray, president, Racine (Wis.) Journal-Times, told the club about their experiences in recent trips to Russia.

## Outstanding '54 Grads Receive SDX Citations

Citations for achievement, presented annually by Sigma Delta Chi, Professional Journalistic Fraternity, have been awarded this year to forty-four graduates in journalism selected as outstanding in their classes at colleges and universities where the Fraternity has chapters.

The selections which are not restricted to members, are made on the basis of character, scholarship in all college work, and competence to perform journalistic tasks. The decision in each case is made by a committee composed of student, faculty and professional members of the society.

Forty-three men and forty-seven women journalism students, graduated in May and June, received Scholarship Award Certificates given annually by Sigma Delta Chi. They qualified by having established scholastic ratings placing them in the upper 5 per cent of their graduating classes.

The men receiving achievement citations this year are: E. Bruce Harrison, University of Alabama; George William Andree, Butler University; Donald Lloid Jones, University of Colorado; Stuart H. Loory, Cornell University; David Dee Beatty, DePauw University; Paul J. Beck, Drake University; Jack Wiley Pridgen, University of Florida; Tracy Putnam Stallings, University of Georgia; Robert S. Gray, University of Houston; Alfred G. Dieffenbach, University of Idaho; A. James Large, University of Illinois; Richard L. Madden, Indiana University; George Joseph Bartelme, State University of Iowa; James F. Evans, Iowa State College; Charles Clarke Keys, University of Kansas; Robert M. Lawrence, Kansas State College; Jack Schoonover, Kent State University; Dan E. Bivins, Louisiana State University; Donald Klein, Marquette University.

Joseph K. Livingston, University of Miami; David Lee Braendle, University of Michigan; Ted Jay Rakstis, Michigan State College; Dean Schoelkopf, University of Minnesota; Richard Edgar Buzbee, University of Missouri; William Evan Jones, Montana State University; Kenneth F. Rystrom Jr., University of Nebraska; Lionel Linder, University of New Mexico; Duane F. Clark, University of North Dakota; Kenneth Jacobson, Ohio University; Seymour Glick, The Ohio State University; Robert Donald

Lomax, University of Oklahoma; Max Lelew, Oklahoma A&M College; David L. Averill, University of Oregon; James Oscar Fisher Jr., Oregon State College.

David Rhodes Jones, Pennsylvania State University; Myron L. Lofgren; Don Simonian, University of Southern California; Russell G. Thornton, Southern Methodist University; Ernest Dunbar, Temple University; Sam Blair, University of Texas; Robert R. Olesen, University of Washington; John Robert Cross, Washington & Lee University; Ronald Dale Hall, Wayne University; and Conrad C. Fink, University of Wisconsin.

## SDX Personals

WILLIAM GLENN, one of the founders of Sigma Delta Chi, and Mrs. Glenn, of Miami, Fla., are spending the summer at their home in Laurel Park, Hendersonville, N. C. Recent callers included Mrs. Laurence Sloan of Scarsdale, N. Y., Mr. and Mrs. Glenn Tucker, and Mike Ogle (DePauw '16). Mrs. Sloan is the widow of a co-founder and the first president of Sigma Delta Chi. Tucker formerly was with the New York World, and Ogle is editor and publisher of the Hendersonville News.

PAUL O. RIDINGS of Witherspoon & Ridings, Inc., Texas' largest public relations firm, is serving as national president of the Texas Christian University Ex-Students association.

WILLIS JOHNSON JR., editor of the Southern Banker, Atlanta, Ga., of dressed the 27th annual convention of the Georgia Scholastic Press Association at the University of Georgia's Henry W. Grady School of Journalism on May 7.

NIVER BEAMAN has joined J. Henry Helsel & Co. as public affairs representative for California. TED HALLOCK is public affairs director and HERBERT E. VEDDER is public affairs adviser for the state of Washington.

ROBERT L. ULLRICH has been United Press bureau manager in Marion, Ill., since December.

After stints with the CBS and ABC radio network news staffs, ROBERT E. COBY is now heading the radio and television department of the American

## Nicknames Draw Frown

The use of nicknames to identify professional chapters of Sigma Delta Chi is frowned upon by the Executive Council, chapter presidents have been advised by Robert U. Brown, national president.

"At the Washington meeting of the Executive Council in April," said Brown, "the problems of nicknames was discussed in the light of the overall effect it may have upon the Fraternity. It was the consensus of the Executive Council that '(City, State or Region) Professional Chapter of Sigma Delta Chi Professional Journalistic Fraternity' should be the official name of a chapter and that stress of the Sigma Delta Chi identification should be continued.

"The Council agreed that the use of nicknames is all right for unofficial use, but that they tend to detract from the importance of the Fraternity at large."

Chemical Society News Service in New York.

BEN Z. KAPLAN has resigned as coordinator of national sales for CBS-Columbia, radio-television manufacturing division of the Columbia Broadcasting System, to become vice president and general manager of The House of Louis Feder, Inc., makers of men's and women's hairpieces.

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Recent Army dischargee, single, 25, Psychological Warfare public information officer, desires publicity, sales promotion opening in Chicago. University of Illinois journalism grad, college editor, other activities. Part-time publicity and promotional work. Box 1075, THE QUILL.

Public relations representative with 14 years' newspaper and public relations (including publicity and house organ) experience wants PR position with greater responsibility. Box 1074, THE QUILL.

Newsman-industrial editor now covering tough City beat wants good midwest PR, house organ, news spot. Box 1076, THE QUILL.

PUBLICITY (Radio, TV, Trade, Magazine) Specialist, New York City representative, seeking out-of-town accounts. Fee Basis; also special rates for permanent connection. Sigma Delta Chi member. Box 1077, THE QUILL.

Editor of southern trade journal wants publications or public relations work with larger organization. Eight years in present position—experience in all phases of magazine editing and writing. Bachelor of Journalism, University of Texas, 1943. SDX member. Age—33. Married, one child. Box 1080, THE QUILL.

MEXICO: Experienced U. S. Feature writer, 45, available as correspondent for newspaper, magazine; or publicity press liaison. Box 1079, THE QUILL.

### HELP WANTED

WPAZ, one thousand watt daytime station, Pottstown, Pennsylvania, needs a newsman to gather and edit local news.

THE QUILL for July, 1954

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I've been getting letters from applicants for a bulletin editorship here as a result of an ad in THE QUILL. Please take it out and throw it away because the job has long been filled. Shows your ads are effective.

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Samuel H. Reck, Editor  
Cooperative Extension Work  
In Agriculture and Home Economics  
State of New Jersey

### The QUILL'S Classified Ads Bring Results—Use Them



## OIL: INDUSTRY OF OPPORTUNITY



**BROOKLYN, N. Y.:** Saying good-bye to his wife and 5 year-old son, World War II veteran "Woodie" Powers starts his day of work at an oil refinery. "Woodie" Powers' father and grandfather worked in refineries before him and "Woodie" can tell you about the job opportunities opened up by new refineries. Modern, efficient plants also mean more and better oil products for the public.

## Oil Puts More Men To Work In '54

In 1954, U. S. oil companies will boost America's economy by investing more than 4 billion additional dollars.

This large sum, which will create many new jobs this year, will be invested in every branch of the industry and in every state of the union.

As one of the nation's leading newspapers recently commented: "Much of the money, of course, is to be spent gambling—gambling, that is, on the possibility that oil is actually to be found under a certain piece of ground, gambling

that oil demand in a certain region will justify new and expensive refining and pipeline installations and the like. Such 'gambling,' or risk-taking . . . is of course implicit in the free-enterprise system, the risks being compensated for by the rewards to those who are successful.

"That free enterprise works is nowhere better illustrated than by the example of the oil industry and of the magnificent success it has had in meeting our vast and growing needs for essential petroleum products."

AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.

THE QUILL for July, 1954



**COLORADO:** Don Bettinger, working as pumper in a new oil field, shops with his wife in Sterling, Colo. Says Vince Quinn, supermarket manager: "Oil is putting new money into circulation here. It's sure helping our economy."



**CALIFORNIA:** Roderick McPherson, operator of a new service station in Walnut Creek, looks over his newly completed home with his wife. He says: "Thanks to the opportunities oil offered me, our dream of owning our own home has come true."



**OHIO:** Gordon Meffley, transport driver for an operator of a new bulk storage depot in Lima, Ohio, banks part of his pay. Meffley says, "You can make plans for the future when you work in an industry as stable as the oil business."

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